

## Eight Steps to Better Visitor Experiences—Reading List

### Economic Trends

Jensen, Rolf. 1999. *The Dream Society: How the Coming Shift from Information to Imagination Will Transform Your Business*. New York: McGraw Hill.

Pine, B. Joseph and Gilmore, James H. 1999. *The Experience Economy: Work is Theatre and Every Business a Stage*. Boston: Harvard Business School Press. Defined “experience-based” businesses.

### People First: Employees & Customer Service

Berenbaum, Diane and Larkin, Tom. 2007. *How to Talk to Customers: Create a Great Impression Every Time with MAGIC®*. San Francisco: Jossey-Bass. Excellent tips, especially for telephone customer service reps.

Disney Institute. 2001. *Be Our Guest: Perfecting the Art of Customer Service*. New York: Disney Editions. A must-read for customer service and “practical magic.”

Gross, T. Scott. 1991. *Positively Outrageous Service: New and Easy Ways to Win Customers for Life*. New York: Mastermedia Limited. Chapter on training front-line staff.

Mitchell, Jack. 2008. *Hug Your People: The Proven Way to Hire, Inspire, and Recognize Your Employees and Achieve Remarkable Results*. New York: Hyperion. Covers specifics on how to shift a culture towards customer service.

Sanders, Betsy. 1995. *Fabled Service: Ordinary Acts, Extraordinary Outcomes*. San Diego: Pfeiffer & Company. Great factoids about how poor customer service hurts business.

Sanders, Tim. 2002. *Love Is the Killer App: How to Win Business and Influence Friends*. New York: Crown Business. Learn Tim’s “lovecat” approach and never worry about losing your value in the workplace.

### Branding & Marketing

Gobé, Marc. 2001. *Emotional Branding: The New Paradigm For Connecting Brands to People*. New York: Allworth Press.

—. 2002. *Citizen Brand*. New York: Allworth Press.

Godin, Seth. 2005. *All Marketers Are Liars: The Power of Telling Authentic Stories in a Low-Trust World*. New York: Portfolio. The importance of authenticity and consistent attention to detail.

Li, Charlene and Bernoff, Josh. 2008. *Groundswell: Winning in a World Transformed by Social Technologies*. Boston: Harvard Business Press. How to think strategically about social media.

Twitchell, James B. 2004. *Branded Nation: The Marketing of Megachurch, College, Inc. and Museumworld*. New York: Simon and Schuster. The Museumworld chapter is a must-read.

### Retail Science

Kelley, Tom with Littman, Jonathan. 2001. *The Art of Innovation: Lessons in Creativity from IDEO, America’s Leading Design Firm*. New York: Currency Books. Chapter on brainstorming is very good.

Lewis, Dr. David and Bridger, Darren. 2000. *The Soul of the New Consumer: Authenticity – What We Buy and Why in the New Economy*. London: Nicholas Brealey Publishing.

Underhill, Paco. 1999. *Why We Buy: The Science of Shopping*. New York: Simon & Schuster.  
—. 2004. *The Call of the Mall*. New York: Simon & Schuster. Fun analysis of consumer behavior.

## The Visitor-Centered Site

Diamond, Judy. 1999. *Practical Evaluation Guide: Tools For Museums & Other Informal Educational Settings*. Walnut Creek, CA: AltaMira Press. Will lead you through all types of visitor studies.

Falk, John H. and Dierking, Lynn D. 2002. *Lessons without Limit: How Free-choice Learning is Transforming Education*. Walnut Creek, CA: AltaMira Press. Great ideas for partnering in a learning society.

Falk, John H. and Sheppard, Beverly K. 2006. *Thriving in the Knowledge Age: New Business Models for Museums and Other Cultural Institutions*. Lanham, MD: AltaMira Press. Inspiring vision of what the future might hold for hybrid informal learning sites.

Oldenburg, Ray. 1989. *The Great Good Place: Cafes, Coffee Shops, Bookstores, Bars, Hair Salons, and Other Hangouts at the Heart of a Community*. New York: Marlowe and Company. How to become a “third place.”

Serrell, Beverly. 1996. *Exhibit Labels: An Interpretive Approach*. Walnut Creek: AltaMira Press. The bible for interpretive signs.

## Design & Wayfinding

Hunt, Wayne. 2003. *Environmental Graphics: Projects and Process*.  
New York: Harper Design International. (Out of print but worth locating.)  
Fantastic, inspiring designs, especially for wayfinding challenges.

Kaplan, Rachel, Kaplan, Stephen, and Ryan, Robert L. 1998. *With People in Mind: Design and Management of Everyday Nature*. Washington: Island Press. Good chapter on wayfinding and maps if you have a large indoor or outdoor site.

Williams, Robin. 2004. *The Non-Designer's Design Book: Design and Typographic Principles for the Visual Novice, 2<sup>nd</sup> Edition*. Berkeley, CA: Peachpit Press. There's a whole series of these, all great. [www.peachpit.com](http://www.peachpit.com)

## Big Ideas

Gladwell, Malcolm. 2000. *The Tipping Point: How Little Things Can Make a Big Difference*.  
Boston: Little, Brown and Company. How to create a social epidemic.

—. 2005. *Blink: The Power of Thinking Without Thinking*.  
New York: Little, Brown, & Company. About learning and first impressions, among other things.

Heath, Chip and Heath, Dan. 2007. *Made to Stick: Why Some Ideas Survive and Others Die*. New York: Random House. Expands on Gladwell's “stickiness” concept and provides key insights for interpreters.

## Websites and Blogs

[experienceology.com](http://experienceology.com)  
[trendwatching.com](http://trendwatching.com)  
[faithpopcorn.com](http://faithpopcorn.com)  
[nowandnext.com](http://nowandnext.com)

